



The claims are amended as follows:

1. (previously presented) A highly colored motorized vehicle tire device, comprising:

a motorized vehicle tire having an outer sidewall surface provided with a colored digital image developed on at least fifty percent (50%) of said outer sidewall surface of said tire to visually enhance said tire.

2. (cancelled)

3. (previously presented) A highly colored motorized vehicle tire device, comprising:

a motorized vehicle tire having an outer viewable surface of said tire provided with a colored digital image is developed on at least fifty percent (50%) of an outer sidewall surface of said tire to visually enhance said tire.

4. (currently amended) A device according to claim 1, wherein said ~~photographic or digital~~ image is developed on the entire outer sidewall surface of said tire.

5. (cancelled)

6. (currently amended) A device according to claim 3, wherein said ~~photographic or digital~~ image is developed on the entire outer sidewall surface of said tire.

7. (currently amended) A device according to claim 1, wherein said is colored photographic or digital image is a multiple colored photographic or digital image.

8. (previously presented) A device according to claim 1, wherein said outer surface of said tire is textured.

9. (previously presented) A device according to claim 1, wherein said outer surface is sculptured.

10. (previously presented) A device according to claim 1, wherein said outer surface of said tire displays artwork.

11. (previously presented) A device according to claim 10, wherein said artwork is multiple colored artwork.

12. (original) A device according to claim 1, wherein said tire is provided with lettering.

13. (currently amended) A device according to claim 1, wherein said photographic or digital image camouflages said tire.

14. (original) A device according to claim 1, wherein said tire is provided with at least one symbol.

15. (previously presented) A device according to claim 1, wherein said tire displays advertisement.
16. (previously presented) A device according to claim 1, wherein said tire is provided with artwork.
17. (original) A device according to claim 1, wherein said tire is provided with at least one raised pattern.
18. (original) A device according to claim 1, wherein said tire is provided with at least one pin stripe.
19. (previously presented) A device according to claim 18, wherein said pin strip is a raised pin stripe.
20. (previously presented) A device according to claim 1, wherein said outer surface is configured to remain substantially the same color throughout a lifetime of said tire.
21. (previously presented) A device according to claim 1, wherein said outer surface is configured to change color with time.
22. (previously presented) A device according to claim 1, wherein said outer surface is configured to change color with wear.

23. (previously presented) A device according to claim 1, wherein said outer surface is configured to change color when activated by at least one selected from the group consisting of electromagnetic radiation, chemical, pressure and temperature.
24. (original) A device according to claim 22, wherein said change of color is reversible.
25. (original) A device according to claim 22, wherein said change of color is irreversible.
26. (original) A device according to claim 1, including a device for lighting said tire.
27. (original) A device according to claim 1, wherein an outer surface of at least one sidewall is a same color as an outer surface of said tread.
28. (original) A device according to claim 1, wherein an outer surface of at least one sidewall is a different color from an outer surface of said tread.
29. (previously presented) A device according to claim 1, wherein adjacent tread portions are different colored surfaces.
30. (original) A device according to claim 1, including a wheel, said tire being mounted on said wheel.

31. (previously presented) A device according to claim 30, wherein said tire is color coordinated with said wheel.
32. (previously presented) A device according to claim 1, wherein said tire is colored coordinated with at least one portion of said vehicle.
33. (original) A device according to claim 1, wherein said tire is colored coordinated with at least one wheel and said vehicle.
34. (previously presented) A device according to claim 1, wherein said tire is colored coordinated with wheels of said vehicle, exterior paint and trim of said vehicle, and an interior color and trim of said vehicle.
35. (original) A device according to claim 1, wherein a chemical composition used to make said tire provides a substantially uniform colored surface when formed.
36. (previously presented) A device according to claim 35, wherein said chemical composition remains substantially uniform in color throughout its depth when formed.
37. (original) A device according to claim 1, wherein a chemical composition used to make said tire provides a non-uniform colored surface when formed.

38. (original) A device according to claim 1, wherein said chemical composition used to make said tire provides a patterned colored surface along at least one axis when formed.
39. (original) A device according to claim 1, wherein said tires are made of a chemical composition that includes a coloring agent or additive.
40. (previously presented) A device according to claim 39, wherein said tires of made of a chemical composition that includes a coloring agent that is dispersed throughout the density of said composition and such coloring agent is capable of forming a non-black and non-white color that is fully developed throughout the depth of the tire composition.
41. (original) A device according to claim 40, wherein said coloring agent is chosen from the group consisting of metallic particles, metallic alloys, oxides of metals, dyes, pigments, photochromatic materials, reflective materials, and silica based compositions.
42. (original) A device according to claim 1, wherein said tire is configured to change color when said tire changes temperature.
43. (original) A device according to claim 1, wherein said tire is configured to change color when said tire changes pressure.
44. (original) A device according to claim 41, wherein said tire is configured to change color when said tire changes pressure.

45. (original) A device according to claim 1, wherein said tire is configured so that said tire changes color when the vehicle changes speed.